

FINAL YEAR B.Com. DEGREE EXAMINATION, SEPTEMBER 2007

Paper IX—MARKETING MANAGEMENT

(New Scheme)

Maximum : 80 Marks

Time : Three Hours

Section A

Answer any ten questions.

Each question carries 1 mark.

Answer the question in 1 or 2 sentences each.

1. What is market control ?
2. Define Marketing.
3. What is the object of market segmentation ?
4. Distinguish between brand mark and trade mark.
5. What is Direct Marketing ?
6. Give two objectives of promotion.
7. What is consumer research ?
8. Who is a consumer ?
9. What is market information ?
10. Expand STMP.
11. What is meant by E-Marketing ?
12. Define product positioning.

(10 × 1 = 10 marks)

Section B

Answer any ten questions.

Each question carries 4 marks.

Answer the question in one page each.

13. State the objectives of marketing.
14. Explain the characteristic features of buyer behaviour.
15. What are the functions of physical supply ?
16. What are the objectives of pricing policy ?
17. Mention the important limitations of marketing research.
18. What are the various kinds of media ?
19. What do you mean by product diversification ?
20. How advertisement effectiveness is tested ?

21. Explain scope of International marketing.
22. Explain briefly any *five* types of retail business.
23. Describe the various marketing service.
24. What are the functions of Marketing Management ?

(10 × 4 = 40 marks)

Section C

Answer any two questions.

Each question carries 15 marks.

Answer the question in four pages each.

25. Define product planning. Discuss the scope and importance of product planning.
26. Give the classification of marketing functions. Briefly explain each.
27. State and explain the importance of international marketing in the context of Indian situation.

(2 × 15 = 30 marks)

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